



Howard County Government News Release

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Howard County's 50+EXPO offers great opportunity for vendors and sponsors focused on marketing to older adults

ELLICOTT CITY, MD – Vendor and sponsorship applications are now being accepted for Howard County's 17th annual 50+EXPO. Presented by the Department of Citizen Services' Office on Aging, this premier event for older adults will take place Friday, October 16, from 9:00 a.m. to 4:00 p.m. at Wilde Lake High School, 5460 Trumpeter Road in Columbia.

The 50+EXPO provides vendors and sponsors with a great marketing opportunity to reach Howard County's older adults and baby boomers. The Howard County senior population – residents 65 and older – is projected to make up 17.5 percent of the county's population by 2025 and 21.6 percent by 2035. According to the latest American Community Survey (2013), the median household income of this segment population is \$70,137. Last year's event drew more than 5,000 attendees.

Vendor and exhibitor space is available on a first-come, first-served basis and application fees are based on exhibitor category and booth location. Vendor packets and information on sponsorship opportunities are available on the Office on Aging's website at www.howardcountyaging.org/50plusexpo. Completed applications may be faxed to 410-313-5950 or mailed to: 50+EXPO 2015, c/o Donna Tugwell, Howard County Office on Aging, 6751 Columbia Gateway Drive, Suite 211, Columbia, MD 21046.

This year's 50+EXPO will feature a comprehensive health fair, offering attendees a variety of screenings and flu and pneumonia vaccines. All day entertainment in the Café 50+ and two free performances by the always popular Capitol Steps at noon and 2:00 p.m. round out the day's activities.

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Howard County's 50+EXPO offers great opportunity for vendors and sponsors focused on marketing to older adults *(continued)*

For the first time ever, the 50+EXPO will charge a \$1 admission fee for attendees over the age of 18. All proceeds will benefit the Vivian L. Reid Community Fund, which began in 1995 to honor the memory of the Office on Aging's first administrator. The Fund provides emergency financial assistance to Howard County's older adults and adults with disabilities to help pay for essential needs not covered by Medicare and Medical Assistance. During the first four months of this year, 184 individuals have received help through the fund for a total of \$21,900. Compared to the same time last year, there has already been a 35 percent increase in financial assistance provided to those in need. In 2014, 371 individuals received assistance for a total of \$44,560.

For more information about this year's 50+EXPO, visit www.howardcountyyaging.org/50plusexpo or contact Lisa Coster, Event Coordinator, at 410-442-3734 (voice/relay) or via e-mail at lbcoster@costercommunications.com.

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